

## Briefing notes on Reports included in the Forward Plan Issue 2009/10

**SERVICE AREA:** Environment and Culture

Report ref	Report title
E & C -09/10-26	<b>Inspiring Brent : Brent's Action Plan for the London 2012 Games</b>
<p><b>Summary:</b> The London 2012 Olympic and Paralympic Game will provide a catalyst to improve sports participation and physical activity across the borough, celebrate Brent's rich cultural heritage and develop volunteering skills and opportunities for businesses; all of which will help to achieve our corporate strategy aims. Over the last few years huge progress has been made on the 2012 programme. The Brent 2012 steering group membership has been widened to include representatives from NHS Brent, Brent Association for Voluntary Action and West London Partnership for the 2012 Games allowing a more strategic and borough wide approach to the Games. A dedicated Manager for the 2012 Games was appointed in May 2009 to coordinate the 2012 work across the council and has made excellent progress in raising the profile of Brent's offer both internally and externally. Brent has developed very strong relationships with the London Organising Committee for the Olympic Games (LOCOG), the Olympic Delivery Authority (ODA), the Greater London Authority (GLA), London Councils and West London Partnership for 2012 Games through a number of partnership projects.</p> <p>In March 2008, the Brent 2012 Action Plan was launched, which details plans and activities in the lead up to the Games. The launch of the action plan coincided with the 2008 Beijing Games and a number of the projects in the plan were related to this. These projects were successfully delivered but it is has resulted in the action plan being time limited. The 2012 Manager has been working closely with the lead officers from the 2012 theme groups and external partners from the 2012 Steering Group to update the plan and develop a new plan from now to 2012.</p> <p>Themes within the plan cover participation and engagement of residents, businesses and young people in 2012 events and opportunities and celebrating the diversity of the borough. The regeneration theme of the action plan focuses on employment and skills.</p> <p>The look and feel of London at Games time is an important area of work as London gear up to welcome the world to the city. LOCOG, the GLA and the Government Olympic Office (GOE) have recognised the need to have a universal look and feel for the 2012 Games across London and are working on a 'Look of London' programme. This programme will cover areas such as street furniture, flag banners, building wraps/dressing, lighting and decorating of fencing scrim, signage and welcome banners at entry points to the borough. The GLA, LOCOG and GOE are currently discussing the 'Look of London' programme and a budget has been allocated for this work. At this stage we do not know the size or how the budget will be allocated, however LOCOG and the GLA will be contacting boroughs next year to give an update on the programme.</p> <p>It is unlikely that this will cover physical upgrades to town centres although it may provide us with the tools to improve the public realm and present a welcoming 'host borough' which will in turn contribute to the visitor experience.</p> <p>There is no allocated funding to deliver specific 2012 projects and in the current climate funding is becoming more challenging to secure. Officers will re align existing activities to meet the 2012 agenda where possible. Officers will bid for any external funding opportunities which arise in the future in relation to 2012. The 2012 Manager is also working with external partners to identify funding for 2012 activities within Brent and the sub region.</p>	

**Nature of Decision to be taken/Intended Outcome:** The Council will be asked to agree the Brent 2012 Action Plan.

**Timescale for decision:** Executive 18<sup>th</sup> January 2010

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